

U.S. Justice Department sues Google in bid to break up digital advertising monopoly

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Washington, January 26 (RHC)-- The U.S. Justice Department and eight states have filed an antitrust lawsuit against Google for using its monopoly power to quash competition in the digital advertising industry.

U.S. Attorney General Merrick Garland told reporters: "Google controls the technology used by nearly every major website publisher to offer advertising space for sale. Second, Google controls the leading tool used by advertisers to buy that advertising space. And third, Google controls the largest ad exchange that matches publishers and advertisers together each time that ad space is sold. As a result of this scheme, website creators earn less, and advertisers pay more."

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